



Social Media Subcommittee Meeting Minutes

Co-Chairs: Natalie Williams and Lillian Triplett

September 21, 2023 @ 4 PM ET

<https://us06web.zoom.us/j/89620699522?pwd%3DdbC9uYXhqR3RHQkowV2ZFN2gvMjM1dz09&sa=D&source=calendar&ust=1691588706319251&usg=AOvVaw1litKQS9PQ1DGBIhLjbol2>

Attendees: Rick Pierce, Natalie Williams, Lillian Triplett, Erin Carr, Dawn Palermo, Rachel McCarthy, Whitney Freese

1. Review and Approval of minutes from August 17, 2023 – **Approved.**
2. Old Business/Standing Agenda Items
 - a. LinkedIn: - **Will review at October Meeting.**
 - i. Groups (Members Only vs. Public)
 - ii. Page: How do we want to use page (holidays/webinars/all posts vs. all post on main LinkedIn Home page?)
 - b. New Instagram Feed on Homepage
 - c. Status of SM lead for NSCS to speak with our subcommittee (date?)- Rachel McCarthy – **No date given yet due to upcoming CTC. Rachel will follow-up.**
 - d. Upcoming events, conferences, webinars, community outreach/volunteer opportunities
 - i. Specific Conference Location/Hotels -to create social events page/save the date blast – **To go out next Friday. Lillian and Natalie will work to create social events page.**
 - e. Social Media Analytics Updates –

3. Facebook	Instagram	X (formerly Twitter)	LinkedIn
5 posts	6 posts	7 tweets	236 profile views
2 new followers 1278 total followers	9 new followers 255 total followers	299 tweet impressions	195 post impressions
33 post engagement	85 reaches	2 new followers 709 total followers	31 search appearance
62 page visits	11 page visits	1 retweet	922 total connections
450 post reaches		1563 total posts	963 total followers
2 shares			
18 reactions			
7 photo views			
		*site missing data due to updating	

- i. X (formerly known as Twitter) – **Site going through transition. Analytics are not reliable.**
4. New Business
 - a. NACM Canva - Social Media Team account status (Erin Carr) – **Allowed 5 accounts with no additional costs.**
 - b. Suggested Posts for remainder of **September:**
 - i. Reminder re-post about “Crash” book club for 9/27 (to go out by Monday 9/25/23)
 - ii. NACM Core Champion Program Promo (drafted and getting ready to post)
 - iii. The first group of (4) CORE Champions congratulations post (to go out this weekend)

- iv. International Translation Day (9/30)-**optional post – reviewing dates.**
 - v. Court Leaders Advantage Podcast (9/19)– Leading in Tough Times: Can We Stay Savvy About Statistics? *(to go out as soon as possible)*
 - vi. Invest in your Education and Help NACM Build a Conference in 2024! *(to go out by 9/30)*
 - c. Suggested Posts for **October:**
 - i. Growing a Positive Public Perception of Jury Duty (Webinar 10/18 – *to go out by 10/1*)
 - ii. Domestic Violence Awareness
 - iii. Guardianship Awareness Month
 - iv. Cybersecurity Awareness Month
 - v. National Indigenous People's Day
 - vi. Work and Family Month
 - vii. Diversity Awareness Month – **optional post**
 - viii. Bullying Prevention Awareness Month – **optional post**
5. Open Discussion – **Nothing to note.**

Future Meeting Dates:

Sep 21, 2023
Oct 19, 2023
Nov 16, 2023
Dec 21, 2023
Jan 18, 2024
Feb 15, 2024
Mar 21, 2024
Apr 18, 2024
May 16, 2024
Jun 20, 2024

Thank you for your time and contribution to our subcommittee!